Resident Attitudes Towards Tourism

May 29

2014

City of Charleston

COLLEGE of CHARLESTON
SCHOOL OF BUSINESS

A summary report prepared for the Department of Planning, Preservation and Sustainability, City of Charleston, by the Office of Tourism Analysis, School of Business, and College of Charleston.

Tourism is an economic phenomenon that has economic, social, cultural, and personal impacts on the communities that host it. Once a community becomes a tourist destination, the lives of residents in that community become affected by tourism activities.[1] If tourism develops without a management plan, problems can occur to the point where the negative effects of tourism on the host community will exceed its benefits.

The purpose of this research is to assess resident attitudes towards tourism including those areas that residents believe are impacting their quality of life. The approach replicates and extends previous research that guided the 1994 City of Charleston's Tourism Management Plan. Its significance rests on the fact that Charleston's tourism is dependent not only on the natural, cultural, and culinary resources, but also on the public's goodwill. This goodwill of residents towards tourists is an essential piece of the Charleston visitor's experience as represented by the friendliness of residents and the beauty and charm of the residential neighborhoods being consistently identified in visitor surveys to be what visitors enjoy most about visiting. Thereby, an open dialog and cooperation with residents is needed to identify and mitigate potential conflicts between residents and tourism interests.

Method

To achieve this end, a draft four page questionnaire was developed by the Office of Tourism Analysis, drawing from the literature and previous research. The draft questionnaire was subsequently vetted and approved by the Department of Planning, Preservation and Sustainability with input from the Tourism Management Advisory Committee, composed of representatives of neighborhood associations, preservation groups, and tourism leaders.

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[1] Kim, K., Uysal, M., & Sirgy, M. J. (2013). How does tourism in a community impact the quality of life of community residents? *Tourism Management*, Vol. **36**(5), 527-540.

In April 2014, the questionnaire was administered to 2,150 resident households, randomly selected by the contracted mail service. A total of 1,500 households were from the residential zip codes on peninsular Charleston, 500 from West Ashley/James Island, and 150 from Daniel Island. The heavy weighting of the sample towards the historic downtown Charleston insured that the residential neighborhoods that experience the most pressure from tourism activities were highly represented in the results.

On April 1, 2014 each selected household received a post card, addressed from the Mayor asking for their participation, followed by a mail questionnaire 5 days later. Those who did not respond received a replacement questionnaire one week later. The post card and questionnaire can be viewed in the appendix of this report.

Each survey had an identification code to insure than no household could submit more than one completed survey. This led to the elimination of approximately 12 questionnaires that were duplicate copies.

Surveys returned by May 6, 2014 were included in the final dataset, providing residents more than four weeks to complete and return the questionnaire. A total of 487 completed questionnaires were returned, yielding a 22.65% response rate.

Responses are summarized in the following sections of this report in a series of tables. The reader is encouraged to study each of these tables carefully as not all insights are expressed in the report narrative.

Description of Respondents

Approximately one in four (25.9%) respondents reported that they resided in the South of Broad neighborhood (See Table 1). Greater than three in five (62.5%) resided on peninsular Charleston. There are also 12.7% of respondents who did not specify their neighborhood.

Table 1: Neighborhood Residence of Respondents

Frequencies (%)	
South of Broad	25.9
French Quarter	3.1
Ansonborough	8.2
Harleston Village	15.0
Radcliffeborough	1.4
Gadsden Wharf	1.4
Elliottborough/Cannonborough	3.3
East Side	1.9
Mazyck-Wraggborough	2.3
North of Crosstown	1.6
West Ashley	6.2
James Island	9.5
Daniel Island	7.2
Not identified	12.7

More than half (56.4%) of respondents were female with an average age of respondents of 60.3 years (63 median). A high 96.2% indicated that Charleston is their primary residence with nine out of ten (89.7%) reporting they own their own home. Length of residence in the City averaged 27.9 years (S.D.: 21.9 years) within a range of 0-93 years. Only one in ten (10.4%) indicated that their profession was tied to tourism.

Given that restaurants and King Street shopping are key downtown visitor attractions, assessing residents' commerce with these businesses was deemed important. When asked *how many times do you dine per month in downtown restaurants*, the average was 6.1 times. Half of all respondents reported dining at least four times a month or once a week. Reported commerce with retail stores on or near King Street was more skewed in its distribution with an average of 21.9 times per year (median 8.0).

Asked *how do you generally arrive at these establishments*, the most preferred means of transportation was by car (75.3%), followed by walking (52.1%), bicycle (14.2%), taxi (6.8%), and bus (3.9%). The question 'where do you park' yielded responses on the street (51.4%), parking garage (49.4%), paid parking lot (23.5%), and valet services (9.3%).

Nearly one in four respondents (23.5%) indicated that they had used the DASH public bus system. The median use of DASH was low at zero (0) across all respondents, and three (3) times per month among those who use it. The reported reasons for such low ridership were varied. However the most frequent reasons reported were a lack of understanding of DASH's schedule and routes, a lack of need, a preference for walking, biking or driving, inconvenience, and physical handicap.

Resident Support for Tourism

A series of 10 Likert scaled statements were derived from the literature and used to broadly assess residents overall attitudes towards tourism. The results are summarized in Table 2.

Table 2: Resident Support for Tourism

	Frequencies (%)				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
There are better shopping, dining and cultural opportunities in Charleston because of tourism.	3.6	4.5	11.5	32.1	48.3
Tourism provided the opportunity to put the Charleston area on the map	6.8	6.6	15.1	32.7	38.8
Tourism generates substantial tax revenues for our local government that benefit residents.	6.3	8.2	23.2	30.1	32.3
Tourism is a strong economic contributor to our community.	3.2	3.0	11.9	37.0	45.0
Tourism benefits other non-tourism sectors in our local economy.	5.8	8.2	29.4	32.7	23.8
Our community is overcrowded because of tourism.*	7.5	12.9	18.5	22.2	38.9
Tourism is growing too fast in our communities.*	9.1	14.5	23.8	14.9	37.8
Tourists in my community disrupt my quality of life.*	15.7	21.5	19.6	17.8	25.4
In general, the positive benefits of tourism outweigh negative impacts.	12.7	10.5	19.5	32.2	25.2
I am proud to live in a place that provides as many tourist/visitor opportunities as Charleston does.	7.3	9.3	18.1	32.3	33.0

reversed scored in computing the index score

The results indicate that the majority of all respondents recognize and support tourism in Charleston. Furthermore the majority of respondents believe the City's visitor center is doing a good job in providing visitors a positive first impression and orienting them to Charleston. However concerns that tourism is causing crowding, growing too fast, and disrupts their quality

of life evokes the need for a revised tourism management plan. In addition, when asked to respond to the statement that the City's current tourism regulations adequately manage tourism impacts in our community, only 8.7% strongly agreed with the statement, underscoring the importance and timeliness of the current process (see Table 3).

Table 3: Resident Assessment of Current Tourism Regulations and Visitor Center

	Frequencies (%)				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The City's current tourism regulations adequately manage tourism impacts in our community	23.7	22.0	27.8	17.8	8.7
The City's visitor center provides visitors a positive first impression of Charleston	1.5	3.9	34.0	35.3	25.3
The City's visitor center is helpful to visitors in orienting them to Charleston	1.8	3.7	32.8	33.9	27.8

The previous 10 variables provided a means to calculate an overall 100 point index score assessing resident support for tourism. Among these respondents, scores ranged between 20 and 100, with an average score of 74.5 (S.D.: 10.5, median: 76). This score is discussed again on page 11 in an attempt at identifying the factors that are influencing support for tourism.

Perceived Issues

The questionnaire began with two open end questions asking subjects to list three things that the tourism industry positively (and negatively) impacts their life. Eliciting the evaluative assessments in an unaided way yields more personally meaningful insights from respondents.

The most frequently mentioned benefits could be grouped as new spending in better restaurants, the economy, tax revenues, employment, diversity of businesses, cultural diversity, pride, better shopping, arts and entertainment, and media attention. Figure 2 summarizes the frequencies of the words respondents used in the form of a word cloud.
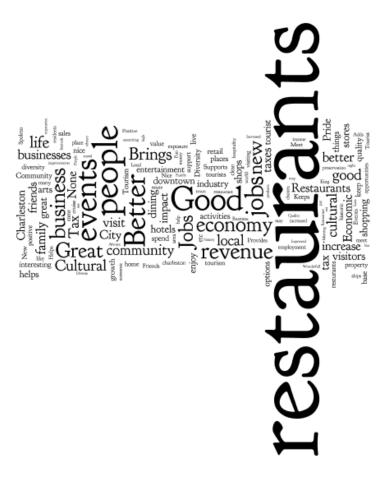

Figure 1: Positive Impacts of Tourism

Conversely, negative impacts could be grouped in order of frequency as traffic (284 mentions), lack of parking (107), congestion (100), carriages (56), high cost of living (56), cruise ships (53), pedestrian congestion (42), noise (35), litter/trash (31), tourist behavior (30), events (23), nothing/none (21), tour buses (21), pollution (16), balance local vs tourist businesses (15), increased crime (15), over emphasis on tourism (14), and public restrooms (11). Figure 3 summarizes the frequencies of the words used in the form of a word cloud.

Figure 2: Negative Impacts of Tourism

Detailed Issues

The next section of the 2014 questionnaire replicated aspects of the 1994 questionnaire to indicate progress in managing the negative impacts of tourism using an aided recall set of questions. Responses were recorded along a 4 point scale where 0 = not a problem; 1 = slight problem; 2= a problem; and 3 = a very serious problem. Variances should be expected. The results reveal that the measured issues remain pervasive, and that availability of parking and road congestion due to carriages and tour buses are the leading issues. However, the majority of items show improvements from opinions in 1994, except parking in commercial areas, tour bus styles, and public benches and seating.

Table 4: Perceived Problem Areas

	1994	2014
Availability of parking for residents in own neighborhood due to tourists	1.72	1.54
Availability of parking for residents in own neighborhood due to employees of tourist businesses	1.72	1.33
Availability of parking for residents/tourists in commercial areas	1.96	2.08
Location of tour bus parking	1.13	1.04
tour bus styles allowed in the historic district	1.27	1.37
Public restroom availability	2.13	2.03
Availability of public benches, seating in residential areas	0.69	0.93
Congestion due to tour buses	2.05	1.59
Congestion due to carriages	2.22	1.65
Congestion due to rickshaws	1.36	1.11
Street/sidewalk sanitation of commercial areas	1.86	1.17
Street/sidewalk sanitation of residential areas	1.84	1.04
Quality of downtown retail	0.83	0.67
Balance of tourist targeted retail shops versus resident-targeted retail shops	1.14	1.09

Scale: 0 = not a problem; 1 = slight problem; 2= a problem; and 3 = a very serious problem

The 2014 questionnaire expanded the list of potential problem areas for the current assessment. The results are summarized in Table 5.

Table 5: Perceived Problem Areas

Frequencies (%)				
	Not a problem	*Slight problem*	*Problem*	*Serious problem*
Availability of parking for residents in neighborhoods due to tourists	25.8	21.6	24.9	27.6
Availability of parking for residents in neighborhoods due to employees of tourism businesses	30.2	27.1	22.1	20.6
Availability of parking for residents/tourists in commercial areas	8.4	16.5	34.1	41.0
Location of tour bus parking	40.1	29.7	16.1	14.1
Tour Bus Styles allowed in historic district	34.0	20.8	19.4	25.7
Public Restroom Availability	14.2	15.1	24.1	46.6
Availability of public benches/seating in commercial areas	33.5	29.2	20.5	16.7
Availability of public benches/seating in residential areas	49.3	21.6	15.6	13.6
Congestion due to tour buses	20.4	28.6	22.8	28.2
Congestion due to walking tour groups	39.6	32.7	14.9	12.7
Congestion due to carriages	19.1	28.0	21.5	31.3
Vehicle congestion due to cruise ships	24.2	25.1	16.3	34.5
Pedestrian congestion due to cruise ships	31.5	25.9	19.7	22.8
Congestion due to rickshaws	38.2	28.9	16.7	16.2
Congestion due to rented bicycles	52.1	26.2	12.8	8.9
Congestion due to automobiles driven by tourists	15.8	27.4	24.6	32.2
Noise due to motorcycles driven by tourists	29.6	26	21.3	23.1
Congestion due to special events	21.2	28.6	20.1	30.1
Street/Sidewalk sanitation of commercial areas	31.0	35.2	20.1	13.7
Street/Sidewalk sanitation of residential areas	38.2	32.7	15.6	13.4
Authentic character of the historic district	59.8	19.0	8.6	12.6
Nighttime noise coming from commercial areas	37.9	3.01	14.7	16.3
Quality of downtown retail	58.0	22.4	14.1	5.4
Balance of tourist/resident retail shops	38.1	28.3	20.6	13.1
Adequacy of public transit	35.5	22.3	18.7	23.5
Availability of public open spaces for residents' use	43.5	25.7	13.8	17.1

Neighborhood Differences in Perceived Problems

Comparing responses at the neighborhood level is a valid and potentially useful way in assessing problem areas. Given that the data set is composed of samples (not census data), variability should be expected.

Surprisingly, measures of support for tourism as recorded along the 100 point index did not significantly vary by neighborhoods.

Table 6: Average Support for Tourism Index Scores

South of Broad	73.2
Ansonborough-French Quarter	75.4
Harleston Village	75.3
Other Peninsular	74.2
West Ashley- James Island	73.9
Daniel Island	76.9

Some detailed issues –evaluated by residents both positive and negative - are significantly correlated with overall support for tourism. They are:

- Balance of Tourist Targeted Retail Shops versus Resident Targeted Retail Shops
- Quality of Downtown Retail
- Authentic Character of the Historic District
- Noise Due to Motorcycles
- Congestion Due to Rented Bicycles
- Pedestrian Congestion due to Cruise Ships
- Congestion Due to Walking Tour Groups
- Location of Tour Bus Parking

Though correlations do not prove cause and effect (only associations), addressing the above issues could have a measurable positive impact on residents' support for tourism.

Not all neighborhoods contained a sufficient number of respondents to assess resident attitudes in a reliable way. As a result, certain neighborhoods on the peninsula were combined for the following neighborhood analysis. In the interest of brevity, only those issues that were statistically significant at the probability level of .05 are reported below. Table 7 summarizes

neighborhood differences in terms of average scores. Again, the scale used was a four point scale where 0 = not a problem; 1 = slight problem; 2= a problem; and 3 = a very serious problem.

The results reveal issues that averaged in the serious range are experienced most by the residents of South of Broad. The issue are related to congestion, tour buses, carriages, tourists in automobiles, and vehicles related to cruise ships.   With that being said a close inspection of Table 7 reveals other respondents from other neighborhoods also reported these same issues as problems. Street and sidewalk sanitation of both commercial and residential areas were reported as a slight problem among those residing in the other peninsular neighborhoods.

Table 7: Neighborhood Differences in Problem Areas

	South of Broad	Ansonborough French Quarter	Harleston Village	Other Peninsular	West A James Is	Daniel Island
Congestion Tour Buses	2.07	1.67	1.64	1.36	1.25	1.17
Congestion Walking Tours	1.36	0.96	0.88	1.10	0.74	0.77
Congestion Carriages	2.21	1.48	1.80	1.35	1.26	1.36
Vehicle Congestion Cruise Ships	2.18	1.96	1.71	1.15	1.21	0.91
Pedestrian Congestion Cruise Ships	1.78	1.52	1.58	0.96	1.00	0.72
Congestion Rickshaws	1.55	1.22	1.00	0.84	0.85	0.83
Congestion Tourist Autos	2.03	1.94	1.79	1.33	1.51	1.54
Noise Motorcycles	1.71	1.98	1.42	0.98	0.96	1.06
Sanitation/ Commercial	1.29	1.58	0.94	1.22	0.97	1.05
Sanitation/ Residential	1.10	1.32	1.01	1.22	0.76	0.86
Night Time Noise Commercial	1.55	1.22	1.00	0.84	0.85	0.83

Scale: 0 = not a problem; 1 = slight problem; 2= a problem; and 3 = a very serious problem

Content Analysis of Open Ended Comments

The survey provided a number of opportunities for respondents to share, in their own words, issues, problems and recommendations for the committee and planning office. The following summarizes the comments using sentiment analysis. The process involves categorizing the comments and then assessing what is said about each as either positive or negative. The results indicate the type of emotion regarding the topic among the subset of respondents who chose to freely evoke these issues. The categories created often involve multiple issues. To illustrate, the negative sentiment associated with cruise ships ranged from the location of the terminal, increased traffic, the need for a better brand of ship, scale of the ships, and that passengers spending less locally then other tourists. On the other hand, the need for restrooms at White Points Garden represents a singular issue.

Table 8: Sentiment Analysis of Open Ended Comments

	Positive Sentiment	Negative Sentiment
Cruise ships	2	30
Resident street parking	0	23
Carriages	1	21
Tour buses	0	20
Rickshaws	0	10
Walking tours	0	7
Restrooms needed at White Point Gardens	8	5
Public restrooms needed	23	1
Benches at CARTA bus stops needed	5	0
College students	0	14
Special events/numbers & coordination	0	13
Need to preserve green space	0	10
Public transportation	0	12
Bike lanes needed	8	3
Bicyclists	0	5
Noise	0	10
Traffic	0	8
Congestion	0	9
Enforcement of Current Ordinances	0	11
Make King to Calhoun Pedestrian	7	0
Motorcycles	0	7
Discount Garage Parking for Locals	0	6
Downtown Over Promoted as Tourism Destination	6	0
New Hotels	1	6
Locally Relevant Retail	0	4
Road Signage/Wayfinding	0	4

Asked *do you have any suggestions on how to solve any of the issues*, suggestions were far ranging and included:

- Restricting carriages from City streets during rush hours
- Not permitting multiple special events on the same weekend
- Restrict street side parking to those with residential parking permits
- Promote park and ride options for tourists
- Consider off peninsular satellite parking/ shuttle service for downtown employees
- Require cab drivers to adhere to $5 flat rate
- Add more trash cans along city streets
- Move cruise ship terminal north of bridge
- Better enforcement of existing tourism regulations
- Moratorium on new hotel construction
- Restrict sources of night time noise in residential areas (e.g., ghost tours, CofC students, bars).

Conclusions

A number of conclusions can be drawn from this study. First, approximately three out of four residents randomly selected chose not to respond to the survey suggesting that tourism management was not an issue they obliged to comment.

Second, among the 22.65% of subjects who responded to the questionnaire, the majority expressed support for tourism. With this said, more than one half of the respondents perceive that tourism is causing crowded conditions in their neighborhoods, is growing too fast, and disrupts their quality of life which supports the need for a revised tourism management plan. In addition, when asked to respond to the statement that the City's current tourism regulations adequately manage tourism impacts in our community, only 8.7% strongly agreed with the statement underscoring the importance and timeliness of the current process.

Third, a comparison of the 1994 results with 2014 results indicate concerns regarding congestion on streets, the lack of parking, sanitation, and the need for public restrooms are pervasive but slightly improving.

Fourth, a number of issues were evaluated as problem areas regardless of a respondents' neighborhood of residence. Chief among them were issues regarding the need for public restrooms, parking, special events, and vehicle congestion on streets due to cruise ships and tourists in automobiles.

In closing, we hope these results will inform a process designed to prioritize a series of problem areas that need solutions; solutions that often can be gleaned from best practices derived from other communities. Charleston is not unique in historic cities in that it is attempting to manage ever increasing numbers of vehicles and pedestrians in a relatively compact physical environment. Charleston's quality of life combined with the genuine hospitality of residents is the foundation of its tourism economy. Good faith efforts to manage and, where possible, mitigate sources of conflicts will benefit both residents and tourism interests.

Appendix. 2014 City of Charleston Resident Questionnaire

The City of Charleston Needs Your Input on Tourism Management

COLLEGE of CHARLESTON
SCHOOL OF BUSINESS

Dear [FirstName]:

Preserving and enhancing our City's quality of life amidst a vibrant hospitality sector requires careful planning and management. The City of Charleston has embarked on an important process to update the City's Tourism Management Plan. A key step in the update process is obtaining input and advice from Charleston residents—those of you who are most directly impacted by tourism.

A questionnaire has been developed by the City's Department of Planning, Preservation and Sustainability and the College of Charleston. Your response will help shape their analysis and recommendations.

Your household has been randomly selected to receive this survey, which you should receive by mail in one week. I sincerely hope that you will take the time to complete and return the survey. Your responses will remain anonymous in this critical planning process.

Sincerely yours,

Joseph P. Riley, Jr.
Mayor

The City of Charleston Needs Your Input on Tourism Management!

The City of Charleston has embarked on an important process: the updating of the City's Tourism Management Plan. A key step in the update process is obtaining resident input. This questionnaire is designed to seek advice from Charleston residents—those of you who are most directly impacted by tourism.

The questionnaire was developed by the Office of Tourism Analysis in the School of Business of the College of Charleston, on behalf of the Department of Planning, Preservation and Sustainability of the municipal government, and a special advisory committee composed of representatives of neighborhood associations, preservation groups, and tourism leaders. Your response to this questionnaire will help shape their analysis and recommendations. Thank you ahead of time for your participation in this critical planning process.

Completed questionnaires should be mailed back in the postage paid envelope provided. The deadline for returning the survey is April 15, 2014.

Sincerely,

John C. Crotts, Ph. D.
Project Coordinator

Resident Feedback on the City of Charleston's Tourism Management Plan
QUESTIONNAIRE

Part I. General Attitude Toward the Tourism Industry in Charleston:
Please answer the questions as completely as possible.

1. Please list three examples of how the tourism industry has a positive impact on your life and your community:

    1. _____

    2. _____

    3. _____

2. Please list three examples of how the tourism industry has a negative impact on your life and your community:

    1. _____

    2. _____

    3. _____

3. Please indicate your agreement with the following statements as it regards tourism in Charleston. Please check (✓) your agreement with each statement on a scale where:
1= strongly disagree, 2 = disagree, 3= neutral, 4= agree, and 5 = strongly agree.

Items	1	2	3	4	5
There are better shopping, dining and cultural opportunities in Charleston because of tourism.					
Tourism provided the opportunity to put the Charleston area on the map					
Tourism generates substantial tax revenues for our local government that benefit residents.					
Tourism is a strong economic contributor to our community.					
Tourism benefits other non-tourism sectors in our local economy.					
Our community is overcrowded because of tourism.					
Tourism is growing too fast in our communities.					
Tourists in my community disrupt my quality of life.					
In general, the positive benefits of tourism outweigh negative impacts.					
The City's current tourism regulations adequately manage tourism impacts in our community.					
I am proud to live in a place that provides as many tourism/visitor opportunities as Charleston does.					
The City's Visitor Center provides visitors a positive first impression of Charleston.					
The City's Visitor Center is helpful to visitors in orienting them in Charleston.					

4. Carefully consider each issue below and indicate whether you view the issue as a problem by placing a check (✓) in the appropriate column. Please provide a brief explanation where needed. Add issues to the list, if desired.
0 = not a problem; 1 = slight problem; 2= a problem; and 3 = a very serious problem.)

ID	Items	0	1	2	3
1	Availability of PARKING for residents in own neighborhood due to tourists				
2	Availability of PARKING for residents in own neighborhood due to employees of tourist businesses				
3	Availability of PARKING for residents/tourists in commercial areas				
4	Location of TOUR BUS PARKING				
5	TOUR BUS STYLES allowed in the historic district				
6	Public RESTROOM availability				
7	Availability of PUBLIC BENCHES, SEATING in commercial areas				
8	Availability of PUBLIC BENCHES, SEATING in residential areas				
9	Congestion due to TOUR BUSES				
10	Congestion due to WALKING TOUR GROUPS				
11	Congestion due to CARRIAGES				
12	Vehicular Congestion due to CRUISE SHIPS				
13	Pedestrian Congestion due to CRUISE SHIPS				

ID	Items	0	1	2	3
14	Congestion due to RICKSHAWS				
15	Congestion due to RENTED BICYCLES				
16	Congestion due to AUTOMOBILES driven by tourists				
17	Noise due to MOTORCYCLES driven by tourists				
18	Congestion due to SPECIAL EVENTS (e.g., Southeast Wildlife, Bridge Run, Wine & Food)				
19	Street/sidewalk SANITATION of commercial areas				
20	Street/sidewalk SANITATION of residential areas				
21	AUTHENTIC Character of the historic district				
22	NIGHTTIME NOISE coming from commercial areas				
23	Quality of DOWNTOWN RETAIL				
24	BALANCE of tourist targeted retail shops versus resident-targeted retail shops				
25	Adequacy of PUBLIC TRANSIT				
26	Availability of PUBLIC OPEN SPACES for residents' use				
27	Other (Please explain):				
28	Other (Please explain):				

5. Do you have any suggestions on how to solve any of the issues listed above? (*Please list Item ID number with suggestion.*)

Part II. Residency information:

1. Please indicate your neighborhood:
   - ❑ South of Broad Street
   - ❑ French Quarter
   - ❑ Ansonborough
   - ❑ Harleston Village
   - ❑ Radcliffeborough
   - ❑ Gadsden Wharf
   - ❑ Other _____
   - ❑ Elliottborough/Cannonborough
   - ❑ East Side
   - ❑ Mazyck Wraggborough
   - ❑ North of the Crosstown
   - ❑ West Ashley
   - ❑ James Island
   - ❑ Daniel Island

2. How many years in total have you lived in the City of Charleston? If you moved away and then moved back, please add all time periods together: _____ Years

3. Is Charleston your primary residence? ❑ Yes   ❑ No

4. Do you own or rent your home?
   ❑ I own this home

   ❑ I rent my home

   ❑ Other, Please explain: _____

5. How often do you dine in downtown Charleston restaurants? _____ Times/Month

6. How often do you shop in retail stores on or near King Street? _____ Times/Year

7. When you shop or dine downtown, how do you arrive? (check all that apply)

   ❑ Walk   ❑ Bicycle   ❑ Drive
   ❑ Bus   ❑ Taxi   ❑ Other, please explain _____

8. When you use your car in shopping or dining downtown, where do your normally park?

   ❑ On the street   ❑ Parking Garage   ❑ Paid Lot   ❑ Valet

   ❑ Other, please explain _____

9. Have you ever ridden on a DASH downtown shuttle bus?

   ❑ Yes   ❑ No

   If Yes, how many times do you normally use DASH per month? _____ Times/Month

   If No, please explain why you have not used DASH:

10. Is your profession directly related to the tourism industry, such as hotels, resorts, restaurants, or tour companies?

❑ Yes   ❑ No

Part III. Demographic Information:

1. Your gender: ❑ Male   ❑ Female

2. In which year were you born?   19_____

3. How many children under 18 years of age do you have in your household? _____

4. Which of the following best describes your current employment status (*Check only one*)?

    ❑ Full Time Homemaker   ❑ Student (Part-Time)   ❑ Student (Full-Time)

    ❑ Unemployed   ❑ Retired   ❑ Employed (Full-Time)

    ❑ Employed (Part-Time)   ❑ Self-Employed

    ❑ Other *(please specify)*: _____

5. Comments: